

## Message Text

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PAGE 01 NOUAKC 02982 290957Z

ACTION AF-10

INFO OCT-01 ISO-00 EB-08 AGRE-00 /019 W

-----029319 291513Z /43

R 281605Z DEC 77

FM AMEMBASSY NOUAKCHOTT

TO USDOC WASHDC

INFO SECSTATE WASHDC 8647

UNCLAS NOUAKCHOTT 2982

E.O. 11652: N/A

TAGS: BTIO, BPRO

SUBJECT: US COMMERCIAL SALE - RICE AND SUGAR

PD. MAURITAPSAN BUSINESSMAN HAS REQUESTED EMBASSY ASSISTANCE IN CONTACTING CONNELL RICE & SUGAR CUMP 6 (459 :-4\$8,-) \$48;3, WESTFIELD,&? ,J. 07092, TELEX 138295, CABLE CONNELRICE WESTFIELD NJ) TO DISCUSS COMMERCIAL PURCHASE RICE AND SUGAR. CONNELL HAS WRITTEN INTRODUCTORY LETTER TO SONIMEX, MAURITANIAN COMPANY WHICH IS 90 PERCENT MAURITANIAN GOVERNMENT-OWNED AND HAS MONO-POLY FOR ALL IMPORTATION OF RICE, SUGAR AND TEA INTO MAURITANIA AND SONIMEX OFFICIALS HAVE ASKED MR. ABDERRAHAMANE OULD DADDAH, PRIVATE MAURITANIAN BUSINESSMAN TO CONTACT CONNELL. SONIMEX, WHICH WAS ESTABLISHED IN 1964, HAS REGULARLY PURCHASED US, THAI AND CHINESE RICE THROUGH EUROPEAN COMPANIES. MR. OULD DADDAH BELIEVES SONIMEX COULD SAVE MONEY BY ELIMINATING EUROPEAN MIDDLE COMPAHL.

2. SONIMEX IS INTERESTED IN PURCHASING BY STRAIGHT COMMERCIAL SALE 40-50 THOUSAND TONS RICE ("US BROKEN MILLED RICE COMPRESSING 60 PERCENT TO 70 PERCENT SECOND HEAD") AND 8 THOUSAND TONS CUBED SUGAR TO BE DELIVERED IN 1978. THIS PARTICULAR VARIETY OF RICE HAS BEEN PREVIOUSLY DISTRIBUTED IN MAURITANIA AND HAS BEEN FOUND TO BE POPULAR. TERMS WOULD BE SAME AS USED WITH EUROPEAN SUPPLIERS -- 15 DAYS BEFORE SHIPMENT US/EUROPEAN BANK WOULD PROVIDE "CONFIRMED AND IRREVOCABLE LETTER OF CREDIT".

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3. MR. OULD DADDAH IS WELL-KNOWN MAURITANIAN BUSINESSMAN AND ONE OF THE VERY FEW MAURITANIANS WHO HAS STUDIED IN US AND IS FLUENT IN ENGLISH. HE WOULD LIKE TO INITIATE IMMEDIATE DISCUSSIONS WITH COMPANY AS FIRST 1978 DELIVERY SCHEDULED OR END OF MARCH. AS MAURITANIA WILL BE IMPORTING SIGNIFICANT AMOUNTS OF RICE FOR AT LEAST NEXT 10-15 YEARS, HE SUGGESTS

FIRST CONTRACT COULD BE EXTENDED ON A LONG-TERM BASIS. MR. OUT

DADDAH REQUESTS THAT IF POSSIBLE COMPANY SEND TO MAURITANIA REPRESENTATIVE WITH AUTHORITY TO NEGOTIATE AND SIGN CONTRACT BEFORE MIDDLE OF JANUARY. HE WOULD APPRECIATE EARLY RESPONSE AS TO WHETHER CONNELL INTERESTED IN SENDING REPRESENTATIVE AS 1978 CONTRACTS SHOULD BE SIGNED BY MID-JANUARY. EMBASSY HAS BEEN ENCOURAGING MAURITANIANS TO CONSIDER DIRECT PURCHASE OF US PRODUCTS AND COMMODITIES INSTEAD OF USING EUROPEAN MIDDLEMEN AND WOULD APPRECIATE COMMERCE'S ASSISTANCE IN FACILITATING THIS CONTACT.

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## Message Attributes

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Margaret P. Grafeld  
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